

2020

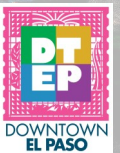
Always Here



EL PASO DOWNTOWN MANAGEMENT DISTRICT

ANNUAL

REPORT



2020



EL PASO DOWNTOWN MANAGEMENT DISTRICT



How many times can we say, “unprecedented” in a single year? And yet, this word was accurate and necessary throughout 2020 as we tackled challenges brought on by a global pandemic not long after the onset of the year.

In stark contrast to 2019 and the gatherings in Downtown streets for activism or celebration, and the activity of burgeoning construction projects, 2020 was about adapting to separation and keeping the community safe, both in personal and economic health. The Downtown Management District (DMD) was positioned to work with public and private partners to do our part in supporting our stakeholders with programs, initiatives, campaigns, and connections to much needed resources and information.

Our public and private partners came together to create initiatives and programs in response to the fallout of COVID-19, and continued private investment projects. Initial response to the pandemic saw adapted operations by our Sanitation Team, information gathering, and planning, as we all prepared for the unknown.

As we moved forward as a community, the DMD worked with the City of El Paso (COEP) to implement a Designated Parking Pick-Up Spot initiative in support of Downtown restaurants for pick-up and delivery orders. Additionally, in collaboration with community organizations lead by the City of El Paso, businesses were asked to take a Pledge to Safety to offer consumer confidence in the wake of COVID-19. The CARES Act Grant also afforded the opportunity to continue support of

stakeholders and brick and mortar businesses by offering expanded outdoor sanitized seating in the right-of-way with the Downtown Fresh Air Food Court.

As public perceptions shifted in an uncertain year, the DMD rolled out an initial marketing campaign, recognizing the longing for what once was, with the “I Miss You” campaign. This gave way to the “Always Here” campaign, reminding the public that Downtown is always here, when they’re ready to return. Both campaigns offered up-to-date information about Downtown businesses and pandemic related resources at downtownelpaso.com.

Throughout 2020, the DMD maintained a clean environment by hiring additional part-time sanitation employees, and with the Expanded Sanitation Program, provided hand-washing stations with CARES Act Grant funds for a safer downtown environment.

2020 also saw the kick-off of the EPA Brownfields Program, a successful DMD Boundary Expansion, several Improvement Grant approvals and the successful funding of needed Holiday Lights where there might not have been any during an emotionally challenging year.

This annual report not only communicates the results of our commitment to champion district vitality, but it highlights the adaptability, resilience and strength of the Downtown community. Downtown will always be here for you.



EL PASO DOWNTOWN MANAGEMENT DISTRICT



DMD Administration and Operations Staff

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Executive Director

Terry Mais
Office & Project Coordinator

Daniel Palacios
Sanitation Team Leader

Nelson Duran
Sanitation Staff

Joe Palacios
Sanitation Staff

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Former Office & Marketing
Assistant

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Marketing & Communications Manager

Ponce Melendez
Sanitation Team Leader

Luis De La Cruz, Jr.
Sanitation Team Leader

Adam Munoz
Sanitation Staff

Amy McQuillen
Former Operation Manager



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Hispanic Chamber of Commerce

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Gracie Viramontes

Wolfgang Jonas

Tim Mallardi

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Budget

Final Actual FY 2019-2020

Annual Revenue

Assessment	\$415,990
Interlocal Agreements	\$323,885
Other Income	\$47,576
Total Income/Revenue	\$787,451

Annual Expenses

General Administration	\$42,835
Economic Development	\$146,286
Infrastructure/Security	\$61,621
Marketing	\$167,766
Sanitation	\$253,603
Transport & Parking	\$53,063
COVID-19 Related Expense	\$86,935
Total Expense	\$812,109

Approved FY 2020-2021

Annual Revenue

Assessment	\$437,645
Interlocal Agreements	\$333,390
Other Income	\$234,750
Total Income/Revenue	\$1,005,785

Annual Expenses

General Administration	\$48,537
Economic Development	\$198,263
Infrastructure/Security	\$88,428
Marketing	\$233,097
Sanitation	\$277,791
Transport & Parking	\$55,540
COVID-19 Related Expense	\$226,218
Total Expenses	\$1,127,876

Operations

In 2020, DMD Operations adapted quickly to the limitations and demands brought on by COVID-19. Sanitation services included litter pick-up, graffiti removal, sidewalk power-washing, trash pick-up from public trashcans, and the monitoring of illegal dumping. Sanitation is crucial to maintaining a welcoming environment for residents, stakeholders and visitors.

Following the onset of COVID-19 and subsequent health orders, the Community Service Program provided by El Paso County was halted, as a result, manpower was reduced significantly. So, in June of 2020, the DMD augmented the Sanitation team with the hiring of additional part-time employees to meet current demands.

Despite decreased manpower, the DMD Sanitation team continued to provide services to the 110 block Downtown footprint seven days a week.



In the month of July, the DMD distributed the Annual Public Input Survey soliciting public feedback. Results revealed that 82% of respondents agreed that Downtown El Paso is clean while 89% of respondents agreed that Downtown is also welcoming.

As a response to COVID-19, from August to December 2020 the DMD implemented the CARES Act Grant funded Enhanced Sanitation program. Part-time Sanitation employees disinfected Downtown public assets daily in addition to the installation and maintenance of

19 handwashing stations throughout the Downtown footprint to maintain a reduced risk environment in response to COVID-19.



Marketing

The DMD kicked off the year with the Downtown Barstool Open in January of 2020, a miniature golf tournament that consisted of an expanded 13 miniature golf holes located at 13 different bars and restaurants within Downtown El Paso. Teams walked from business to business playing the holes for a chance to win prizes with top scores. The event introduces participants to businesses, and provides a positive economic impact at the beginning of the year.

Unbeknownst to us at the time, this would be the first and only event of the year as ripples of COVID-19 affected marketing and events for the remainder of 2020.



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Marketing

With uncertainty and morale down, the DMD launched the I MISS YOU campaign. With some businesses closed temporarily and citizens in quarantine, the campaign sought to remind the public what was truly important...relationships. The campaign showcased photos of the fun times experienced in Downtown with friends and family. The campaign also highlighted the relationship between Downtown business owners and customers, and opportunities to win prizes to a myriad of Downtown restaurants and retail, keeping DTEP top of mind.



As the year progressed and health orders relaxed, messaging evolved. The ALWAYS HERE campaign communicated the resilience of Downtown with a message that focused more on engaging Downtown in a responsible manner. The DMD was a source of useful information about COVID-19 related resources, updated Downtown business information, and programs to inform visitors on ways of supporting the business community with reduced risk options. Downtown will be here when you are ready, with respect to the spectrum of comfort levels related to venturing out and back into Downtown.



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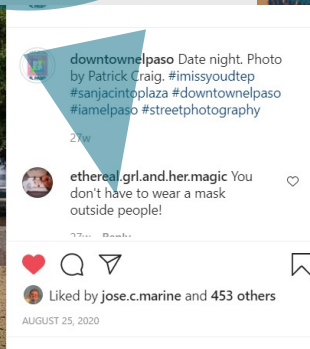


Marketing

Creative efforts to engage the public and support businesses included the Downtown **MONSTER HUNT** during the Halloween season with a socially distanced scavenger hunt. The promotion not only brought visitors downtown but gave them the opportunity to celebrate Halloween in a safe, non-traditional way.

In support of the retail community during the Holiday season, the DMD launched **BLACK FRIDAY BINGO**. Each Friday the DMD released a bingo board with various Downtown businesses in the squares. Players visited the businesses to acquire the code-word within the store. Players that correctly identified three code-words in a row qualified for a chance to win a \$100 gift card from a Downtown business.

DMD presence on social media through the DTEP brand continued to grow, particularly on Instagram, and kept the Downtown district on the minds of those at home waiting for the opportunity to return.



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DTEP
DOWNTOWN
EL PASO

Start-Up Downtown

The Start-Up Downtown campaign is an ongoing effort by the DMD to highlight, engage and support the Downtown business community. Initially, a networking event, the campaign has evolved into regular social media posts about Downtown private investment efforts and weekly inclusions of commercial real estate opportunities in the Downtown INSIDER newsletter. The DMD also approved a budget to hire a Business Recruitment, Retention and Expansion Coordinator (BRR&E) in 2021.

The year quickly became a proving ground for creative ways to support the struggling Downtown business community with tangible efforts, such as the Designated Parking Pick-Up Spot initiative. The DMD partnered with the City of El Paso (COEP) to identify and designate strategic parking spaces in front of food and beverage businesses as pick-up or delivery parking spots. This effort provided greater access for potential customers to Downtown businesses during the pandemic.



In the spirit of consumer confidence, the DMD, the COEP, and others partnered to launch the Pledge to Safety campaign. Businesses throughout Downtown and across the city committed to adhering to an elevated standard of safety practices as recommended by health officials to combat COVID-19. Many Downtown businesses took the Pledge to Safety, providing one more layer of reassurance in an uncertain time.

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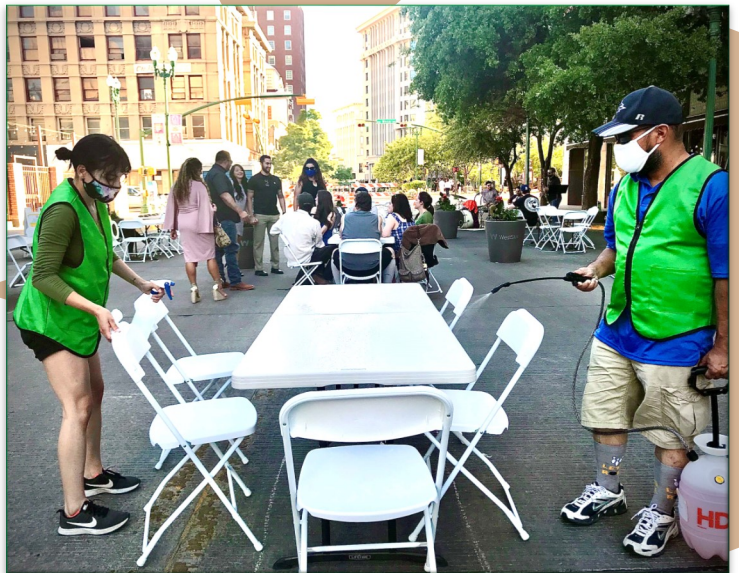
Start-Up Downtown



DOWNTOWN FRESH AIR FOOD COURT



WestStar Bank®



In the summer of 2020, the DMD came together to fund and launch the pilot program for the Downtown Fresh Air Food Court, and subsequently utilized CARES Act Grant funding to continue the amenity from August to December of 2020. The Downtown Fresh Air Food Court supported food and beverage businesses by providing a reduced risk space to eat Downtown. The space located on a closed portion of Mills Ave. provided guests with a safe, sanitized, and socially distanced seating option outdoors for enjoying take-out orders. Live on-street entertainment on weekends gave guests a much needed mental outlet in a reduced risk environment while supporting struggling Downtown businesses. Special thanks to the El Paso Community Foundation, El Paso Electric, and WestStar Bank for their support.



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Downtown Improvement Grants

The DMD believes in supporting and encouraging Downtown investment by stakeholders. The variety of Improvement Grant options support property and business owner investment by matching private investment dollars for improvements in several categories.

Grant Information	Address	Amount Granted
Façade Improvement		
210 N. Campbell LLC	210 N. Campbell	\$1,968.75
The Clean Group LP	200 Anthony St.	\$25,000
Signature Signage & Lighting		
Mills Plaza Parking II, LP	100 E. San Antonio.	\$9,684
Mills Plaza Parking II, LP	206 S. El Paso St.	\$9,684
Mural		
122 KPF LLC	420 Texas Ave.	\$3,581.00
Pedestrian Corridor Improvement		
210 N. Campbell LLC	210 N. Campbell	\$3,377.81
		\$53,295.56

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DTEP Development

The DMD experienced never before seen challenges along with the rest of the world in 2020. Over the course of the year, some unknowns became known, spawning creative responses to the pandemic in the form of consistent communications efforts, programs, operational changes, and partnerships. Amid the unexpected, the DMD pressed on with long term efforts that included the EPA Brownfields Grant and a Downtown District Expansion.



- ◆ EPA Brownfields Grant was awarded to the DMD in 2020 and is designed to empower communities and other stakeholders in economic redevelopment to work together in a timely manner to prevent, assess, safely clean up, and sustainably reuse brownfields. “Brownfields” are properties that are abandoned or underutilized because of suspected environmental contamination from past uses. In 2020, a Coalition led by the El Paso Downtown Management District (DMD) and supported by the City and County of El Paso was awarded a three year \$600,000 Brownfield Assessment Grant by the U.S. Environmental Protection Agency (EPA).
- ◆ During 2020, the DMD received petitions from a number of property owners in the Ballpark West area asking for their properties to be included in and added to the DMD’s territory. Addition to the DMD territory means receiving the delivery of services to include, but not limited to promotions, economic development initiatives, services, projects and programs, that create a more welcoming environment in Downtown. On October 22, the DMD Board of Directors concluded that the petitions were sufficient to expand its boundaries. On November 24, 2020, the El Paso City Council approved a resolution supporting the expansion. The DMD Boundary Expansion went into effect on January 1, 2021.
- ◆ The DMD Board of Directors and the El Paso City Council approved a new 5-year Interlocal Agreement for the provision of basic and supplemental services within Downtown El Paso. The agreement develops an effective and efficient way to deliver services that include: Sanitation; Grant Programs; Banner/Kiosk Management; Special Event Permitting; Bike Rack Access; Business Recruitment, Retention and Expansion; and Public Outreach and Marketing.
- ◆ The City of El Paso was forced to make budget cuts, but for the 2020 holiday season, the DMD was able to make sure holiday decorations were installed along El Paso Street and Mills Avenue with contributions from businesses and property owners. With a year like 2020, the DMD felt the Holiday decorations were a welcomed light at the end of a proverbially dark tunnel.

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DTEP Annual Survey

Without exception for the last several years, the DMD conducts an unscientific survey to solicit honest feedback from Downtown property owners, business owners, employees, residents, visitors and the general public. Results provide a measure of general public perceptions, and highlight areas of success, and opportunities for improvement that inform future DMD plans.

The 2020 survey not surprisingly reflected the general uncertainty perpetuated by COVID-19 but the community also maintained a hopeful and positive attitude.

90%

AGREE THAT DOWNTOWN IS **SAFE**



93%

AGREE THAT DOWNTOWN IS **IMPROVING**



82%

AGREE THAT DOWNTOWN IS **CLEAN**



86%

GAVE THE **DMD** AN "A" or "B" IN **PERFORMANCE**

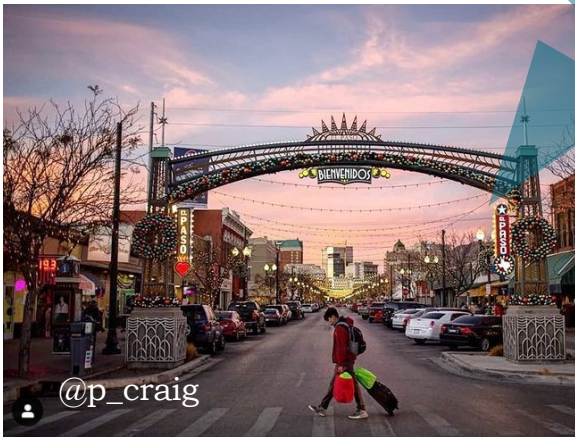
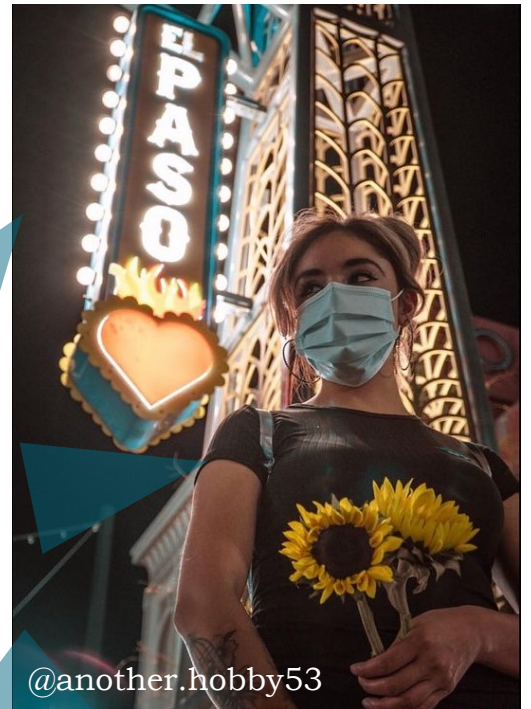
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COMMUNITY

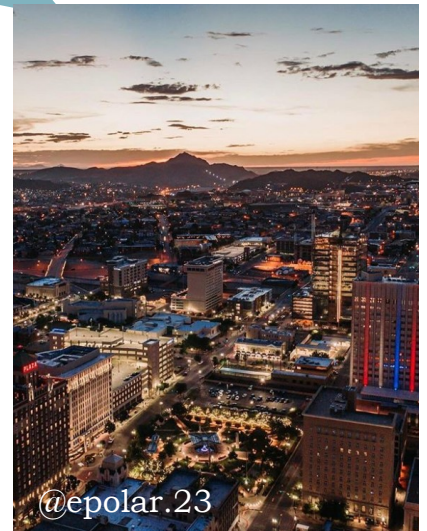


Despite challenges, our community found ways to express themselves as they lived, worked and played in Downtown.

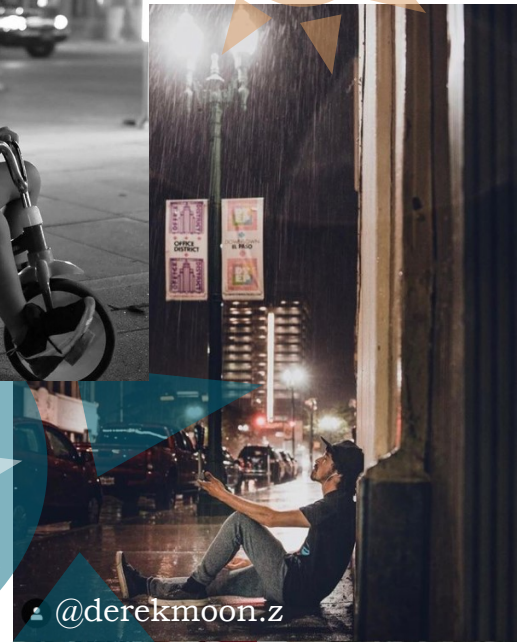


#DowntownElPaso
#DTEPALwaysHere

Photos sourced from Instagram



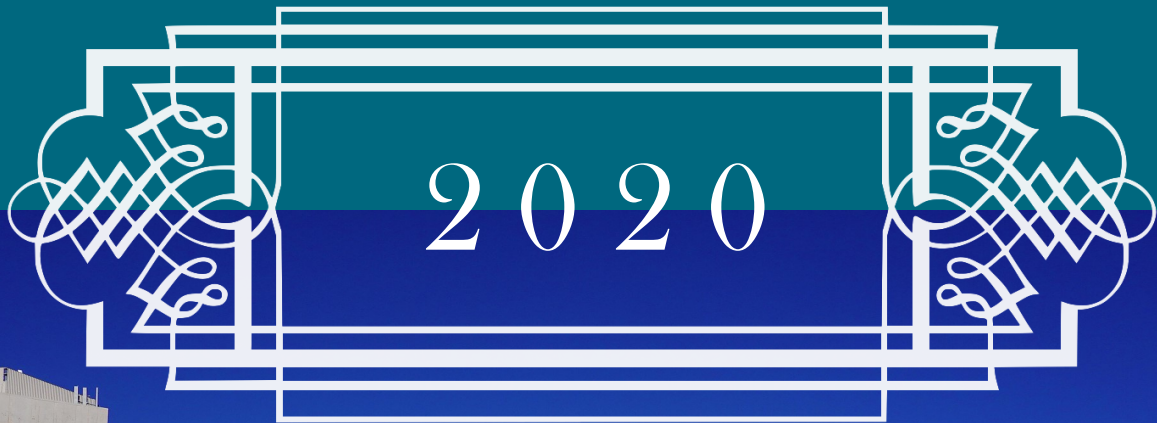
COMMUNITY





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El Paso Downtown Management District